

COLGATE'S GIFTS

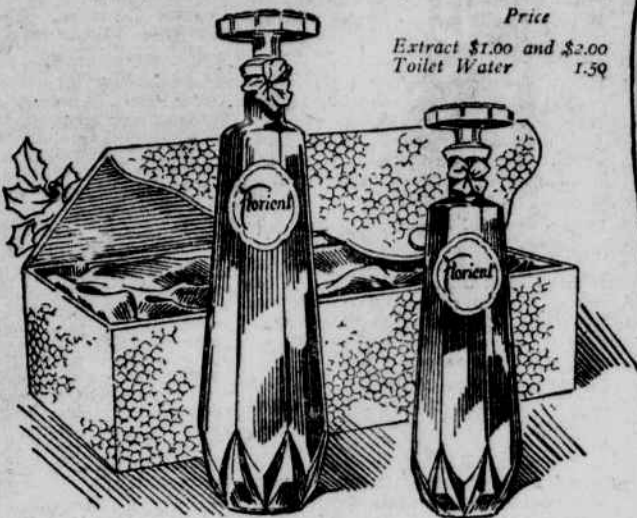
FOR CHRISTMAS

Florient Extract and Toilet Water

A rare fragrance. Lovely as a Japanese landscape with the cherry blossoms in full bloom. Tantalizingly Oriental. That gives you a faint idea of Florient (Flowers of the Orient.)

Price

Extract \$1.00 and \$2.00
Toilet Water 1.50

**Cha-Ming Talc and Extract**

Quaint temples against a Chinese blue sky—colorful blossoms exuding fragrance—silver streams and golden suns—all these Cha-Ming subtly suggests in piquant odor—in Oriental richness. Even the bottle top curves in reminiscence of a Chinese arch.

Price—Talc .25
Extract \$2.00**Cashmere Bouquet Soap**

An old-fashioned garden in full bloom. Suggesting lavender and old lace. Old rose and silver. Old-fashioned high quality, indeed. Several generations of lovely women have found it to their liking. In good taste then—in good taste now.

Price—

3 cakes (large) .70 (with Christmas wrapping)
6 cakes (medium) .50

**Cashmere Bouquet Toilet Water**

Hollyhocks and larkspur—mignonette and lavender—forget-me-nots and pansies—tell their story of quaint gardens and olden time glory in the unusual piquancy of Cashmere Bouquet.

Price .50 and \$1.00

**La France Rose**

La France roses lend countless petals to achieve this exquisite result. All you need do is to open the bottle—and all the roses come to life once more.

Price .50 and \$1.00

**Compact 100**

The modern accessory to feminine loveliness. Prepared to make frequent public appearances with assurance. Polished gold color outside. Or fashionable black enamel with gold border. Contains puff, mirror and compact powder inside. In favorite tints.

Price \$1.00



Seven-tenths actual size



COLGATE'S GIFTS

that are sure to please

COLGATE'S for Christmas! Therein lies the solution of many a holiday problem of how to give all the things you want to give without spending beyond your means. It matters not if you want to give but a trifle to an acquaintance or something more elaborate to a friend—a gift to please a child, or one for a critical adult. The answer is—Colgate's!

Perfumes, toilet waters, talcs, creams, compacts, gift boxes—surely you can supply the greater part of your list from these—with the assurance that you have sent the right gift, the delightful gift, the practical gift.

And these gifts carry with them not only the centuries-old spirit that marks the Christmas season, but the century-old reputation of the Colgate name.

Florient Combination

A gift box de luxe. A boxed gift de luxe. A gold-toned compact with accented powder. A clear mirror, a caressing puff. A smaller case to match—of rouge. Topped by an exquisite bottle of Florient perfume. Truly the perfect ensemble! Price \$2.50

Other gift packages up to \$12.00

**Engraved with Her Initials**

The Colgate compact makes a last-minute gift of individuality—order today to allow time to engrave her initials before Christmas.

Choose Your Gifts from the Colgate Christmas Assortment at Your Neighborhood Store

Cashmere Bouquet Combination Package

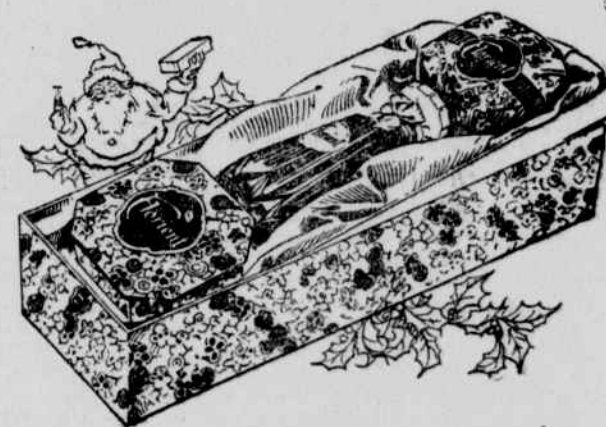
The haunting loveliness of a garden of long ago. Reminiscent of mignonette and lavender and old-fashioned nosegays. That's Cashmere Bouquet. In face powder, soap and toilet water—each equally delightful. Price \$1.25

**Men's Gift Box**

A package of facial comforts. Efficiently equipped with masculine accessories. Shaving stick with months of shaving. Lilac Imperial water for after-the-razor. Soap for a pleasant cleansing. A practical gift and a pleasant one. Price \$1.50

**Florient Combination Package No. 2**

Soap that imparts a delightful fragrance. Powder with the texture of a fleecy cloud. Perfume alluring, mysterious. All united by the bond of Florient fragrance. Price \$2.00

**Exquisite Toilet Waters**

Monad Violet
Dewy violets, crushed in all their fresh, woody fragrance. Price \$1.00

Lily of the Valley
A non-forgittable richness. Delightful when one is tired. Delightful when one is not. Price \$1.00

Lilac Imperial

Men find it a joy to use after shaving. Women like to "borrow" a wee bit occasionally. Price \$1.00



Ribbon Dental Cream scarcely needs an introduction. Grown-ups know it—use it—like it. Children like the pleasant taste it leaves behind. Grown-ups appreciate its purity—its thorough cleansing qualities. Children find its flavor makes tooth brushing a treat. An excellent all-round-the-family gift. Large Tube .25